

EXHIBIT AW

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Sent: Wednesday, July 05, 2023 10:44 AM EDT

To: Andrew Axelrod <AAxelrod@axarcapital.com>

CC: Jeffery Streader <jeff.streader@goglobalretail.com>

Subject: An update on Buy Buy Baby - Wed July 5

Attachment(s): "ATT00002.bin", "ATT00004.bin", "Buy Buy Baby Partnership Proposal Ziff Davis July 5, 2023.pdf", "ATT00006.bin", "ATT00008.bin"

Hello Andrew - Hope the holiday weekend was enjoyable for family and you.

Lazard introduced me to Ziff Davis - the 2nd IP bidder for Baby. I met with Ziff Davis on July 4th - interesting play. Their thesis is to harvest traffic on their sites [Everyday Health](#) and [Baby Center](#) and **send to Buy Buy Baby**. Straight media and digital data play for them. They drive revenue.

The bid for the IP of Buy Buy Baby was Everyday Health, a division of Ziff Davis. Their bid of \$15m lost to a furniture manufacture Dream on Me (\$15.5)